

# HAMPTON VA

## NEWS RELEASE

For immediate release

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## ACE Hardware opening new store in Hampton

**Sept. 5, 2013** - ACE Peninsula Hardware is opening a new 20,100 square foot store at Hampton Town Centre in the former Books-A-Million location near the intersection of Hampton Roads Center Parkway and Big Bethel Road.

This will be the second ACE Hardware in Hampton, and one of the largest ACE stores in Hampton Roads. The Hampton stores are both twice the size of a typical ACE Hardware store.

Owner/operator J. Terry Deaver of ACE Peninsula said the new store – his fifth with ACE – will have as many as 20 full and part-time employees, including a store manager, assistant manager, and at least two department managers.

Deaver, who has been an ACE dealer since 1985, said that although they plan to open by Dec. 1 they're pushing hard to open by mid-November.

Deaver noted that he had been eyeing the new Hampton site for a while because it is a destination center. He also said the process of getting a business up and running seems easier and more streamlined in Hampton.

Deaver's broker, Vince Campana of Campana Waltz Commercial Real Estate, said: "A significant portion of this deal's success came from Hampton's willingness to work alongside our venture."

ACE Peninsula Hardware also has two stores in Williamsburg, one store in Newport News and another store in Hampton, located at 2098 Nickerson Boulevard. The two stores in Hampton will total more than 40,000 square feet, making Hampton the largest retail market for ACE Hardware in the region.

"What makes us unique, besides the great customer service, is that we carry products like Stihl power equipment, Toro power equipment, Carhartt work clothes, and more fasteners than any big box store," Deaver said. He also noted that they service the outdoor power equipment they sell, do water testing for swimming pools and hot tubs, and carry the chemicals you need to service them.

Most importantly, Deaver said, "we are a family-run business. Both of my sons, Kevin and Brian, work in the business and have done so for over 15 years."

ACE joins other anchors, including the AMC 24, Farm Fresh, TJ Maxx and Chuck E. Cheese's at the Hampton Town Centre, which is owned and operated by Greenberg Gibbons of Owings Mills, Md. With the addition of ACE Hardware, more than 95% of Hampton Town Centre is now leased.

Although there are 4,700 ACE Hardware stores worldwide, more than 4,600 are independently owned and operated.

Company history says ACE "changed the retail landscape by allowing individual stores to purchase merchandise in bulk to save money and buy at the lowest possible price. This partnership enabled even the smaller stores to compete" despite larger stores in their market. "And to this very day ACE Hardware Corporation is still owned solely and exclusively by the local ACE retail entrepreneurs."

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